

ADVENTURE TRAVEL WORLD SUMMIT

CHIAPAS, MEXICO | OCTOBER 17-20



HOST DESTINATION

CHIAPAS México

MAJOR SPONSOR



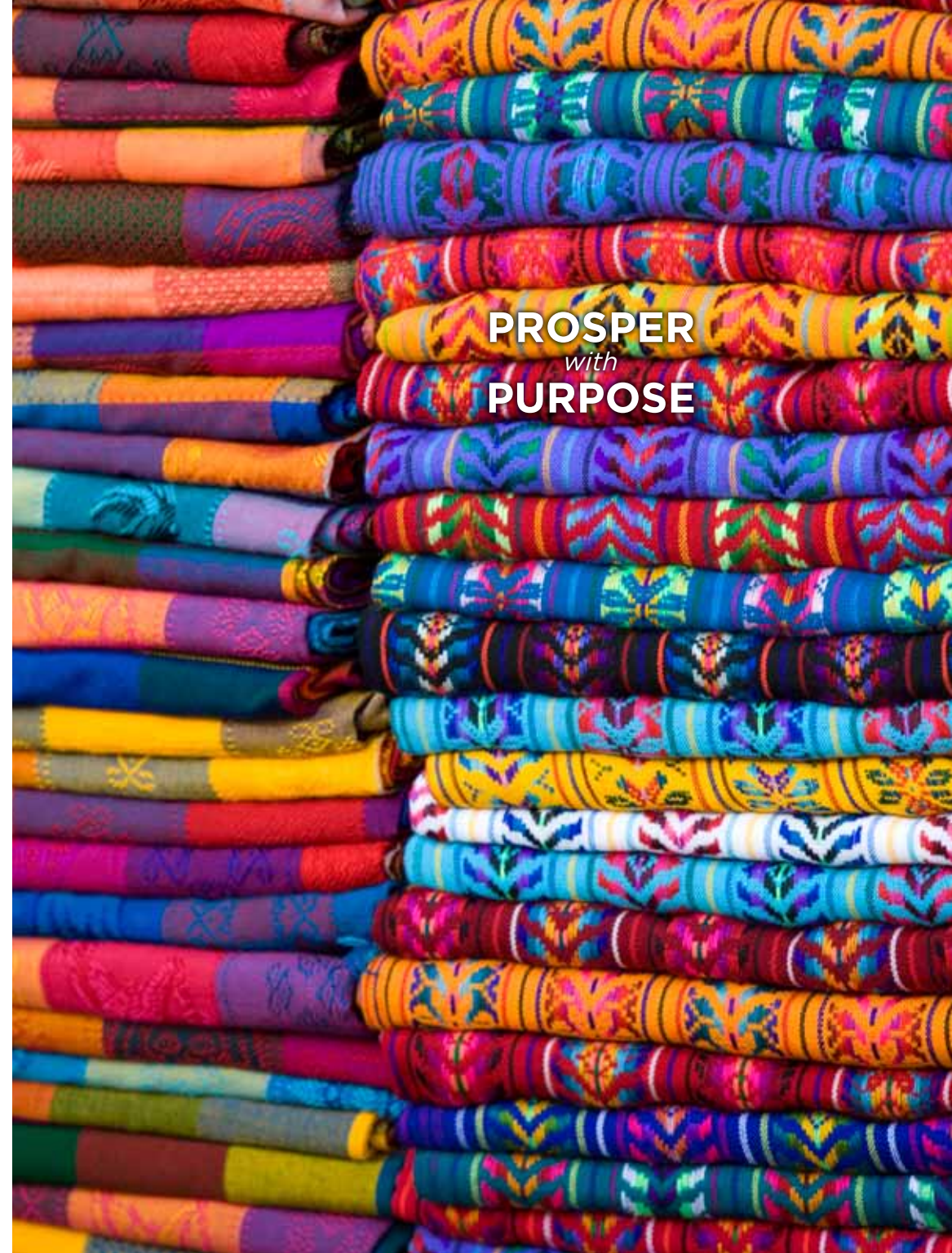


Contents

Welcome.....	4
Monday.....	6
Tuesday & Marketplace.....	10
Marketplace Directory.....	12
Wednesday.....	18
San Cristóbal Map.....	24
Thursday.....	32
Mexico State Showcase.....	36
Attending Media.....	38
Pre-Summit Adventures.....	40
Your 2011 Summit Team.....	41-44
2011 Sponsors.....	48

For millennia, artisans have crafted their goods — like these scarves made in Chiapas — with refined design skill, producing intrinsic beauty, carrying specific meaning, and serving a lasting purpose. Across trades, industries and continents, humans strive to prosper... those who survive, Prosper with Purpose.

PROSPER
with
PURPOSE



Welcome to the 2011 Adventure Travel World Summit!

Juan Sabines Guerrero
Governor of Chiapas



Chiapas's natural resources potential is a source of innovative economic development, whose fundamental concern lies in the conservation of that potential. Fast-profit business models that degrade the environment must be a thing of the past.

We in Chiapas believe that it is through knowledge of nature that we grow to appreciate it, love it, look out for it and conserve it. That's why we believe adventure tourism — which in Chiapas means everything from eco-tourism, hiking, rappelling, photographic safaris to spelunking and so much more — has such a bright future in our state.

But the Chiapas advantage doesn't end there: we are also heirs to a rich human heritage that includes twelve indigenous cultures, each speaking its own language; numerous mestizo groups and even expatriates, all of whom bring the richness of their languages, flavors, colors and sounds to the attention of the world.

Not least of all, Chiapas is home to towns and cities that are filled with enchantment and history, whose streets beckon visitors to wander, lose themselves, and discover untold secrets.

For all these reasons, it is our honor to host the 2011 Adventure Travel World Summit in San Cristóbal de las Casas, from 17 to 20 October. We extend a welcome to organizations from all over the world, hoping the warmth of Chiapas's men and women will serve as an invitation to get to know us, as well as enjoy your time in the dream world we call Chiapas.

You will always be welcome here,

Juan Sabines Guerrero

Shannon Stowell
President, Adventure Travel Trade Association



Another day, another dollar. Sometimes this phrase gets thrown out as a jaded way of saying, "I'm just earning a living". For about a billion people on the planet, it represents what they will actually earn for that day. And it will likely leave them hungry.

This year's theme is, "Prosper with Purpose". The ATTA and our Summit events have always been focused primarily on business, which we will continue to do. We believe that most of you are already doing business that is also doing good — protecting wild-life, the environment, and cultures, or helping people make a living where they might otherwise find it difficult or unfulfilling.

Our ultimate goal is to serve as a catalyst to help as many of you as possible on your path to success. Because, success throughout the global adventure travel community means good things happen for people and for the planet.

Dive into this year's Summit prepared to share and to receive. Your staff, colleagues throughout the industry, and in the destinations you represent and serve depend on your success to give them fulfilling jobs and income.

Thank you to President Calderón, Secretary Guevara, Rodolfo Negrete, Alfonso Sumano, Governor of Chiapas Juan José Sabines Guerrero, Katyna de la Vega, Ana Belia Díaz Ortega and all of Visit Mexico, OCV Chiapas and the people of San Cristóbal de las Casas for the opportunity to work together with you on a powerful and life-changing event.

Have a great Summit,

A handwritten signature of Shannon Stowell in black ink.

MONDAY

LUNES

MONDAY
7:00 - 8:00AM

Registration - Badge & Program Pickup

 MONDAY
8:00AM - 4:00PM

CASA MAZARIEGOS CONVENTION CENTRE

Day of Adventure

Sponsored by Eddie Bauer



The Day of Adventure, brought to you by Chiapas and sponsored by Eddie Bauer, is a time to explore the local area and see what adventure awaits you in San Cristóbal. Thank you to the Day of Adventure providers and the State of Chiapas. Stop by the Eddie Bauer table (just inside the main entrance) to check out gear and product demos from Eddie Bauer First Ascent!

MONDAY
5:00 - 6:00PM

CASA MAZARIEGOS CONVENTION CENTRE

Summit Orientation

Join the ATTA team for a special overview designed to help you make the most of your time at the Adventure Travel World Summit. You'll get the chance to meet members of the ATTA team, learn where conference sessions will be held, learn about special activities planned for Delegates, and how to connect with many of the 600+ attendees representing more than 50 nations.

Photo Left: The Misol Ha Waterfall in Chiapas.

© CPTM / Ricardo Espinosa

Gather outside the Convention Centre by 6:30PM for a swift bus tour of San Cristóbal de las Casas en route to Hermanos Dominguez Theatre for the official special guest inauguration of the 2011 ATWS, a brief welcome by ATTA President Shannon Stowell and our opening Keynote Presentations.

Keynote Presentations

Profitable Conservation



TENSIE WHELAN // Rainforest Alliance

Tensie Whelan wrote the first book on ecotourism in 1991 when she was living in Costa Rica and has been working in the environmental field ever since, most recently as the President of the fast-growing Rainforest Alliance, which has a unique and successful model combining economic development with environmental and social responsibility. She will talk about the trends shaping the beginning of this century and the implications for the travel industry. Whelan

will share what she and the organization have learned about what works and what doesn't work in mainstreaming sustainability in tourism and other sectors. It will be a fascinating journey, filled with unexpected twists and turns, a few mountains to climb, and a few rivers to ford!

Innovative Entrepreneurship



BRUCE POON TIP // G Adventures

Fired from Denny's and McDonalds, Bruce was not cut out to work for others. So in 1990, the 23 year old took his credit cards and founded Gap Adventures — a company which put people, places and ecosystems ahead of profits. Bruce's penchant for entrepreneurship and business acumen are regularly heralded internationally, and his work has helped prove that sustainable business can succeed. Bruce will share the story of his entrepreneurial journey and reveal

his innovative approach to building what has become the world's largest adventure travel company, driven by people, planet, profit, passion and purpose.

Mexico Opening Night Festivities

From the Hermanos Dominguez Theatre we'll board the bus back to San Cristóbal for a traditional Callejoneada - street parade - to the Parador San Juan de Dios where our Summit host Chiapas, Mexico kicks off a fun-filled, vibrant fiesta!



Visit Exhibitors throughout the Summit!

Casa Mazariegos Convention Centre

AFAR	Greenland	Salta
Archaeology Magazine	Innovation Norway	South African Tourism
AvidTrips, Inc.	Jordan Tourism Board	Switzerland Tourism
Chiapas Tourism Board	Men's Journal	Tourism Ireland
Chile	Namibia Tourism Board	Tourisme Quebec
Eagle Creek	National Geographic Traveler	Visit Mexico
Ecuador	Peru	VisitScotland
Eddie Bauer		Wanderlust Magazine

Cultural Centre — Mexico Showcase!

- Baja California Sur
- Campeche
- Chiapas
- Chihuahua
- Durango
- Guanajuato
- Jalisco
- Oaxaca
- State of Morelos
- Tabasco
- Veracruz

Cantinas of the Night

Swing by these late-night gatherings for no-host casual networking.	MONDAY	Hotel Mansion Del Valle - The Shower bar
	TUESDAY	The Green Pub - Presented by Belize!
	WEDNESDAY	Diego de Mazariegos - TequilaZoo

TUESDAY
MARTES



TUESDAY
8:45AM - 5:00PM

COURTYARD OF EL CARMEN CULTURAL CENTRE

AFAR Exchange Global Marketplace

The AFAR Exchange Global Marketplace features 100 inbound tour operators, accommodations and destinations from around the world, organized by region. Designed for quality over quantity of meetings, the AFAR Exchange offers Suppliers and Buyers (outbound tour operators, wholesalers and specialty travel agents) an ideal setting for introductions and in-depth product development discussions.

AFAR

MEDIA IN THE AFAR EXCHANGE: Extended for 2011! The hours of 3:20 - 5PM are for journalists, editors or other delegates seeking fresh story ideas and new adventures. Drop-in meetings can be scheduled onsite directly with Suppliers. Full Supplier profiles can be found on Summit Connections (summitconnections.adventuretravel.biz)

TUESDAY
10:20 - 10:40AM

Veracruz Coffee and Networking Break



TUESDAY
12:00 NOON - 1:30PM

EL CARMEN CULTURAL CENTRE

Lunch

Sponsored by Namibia

Toast fellow Delegates with Namibian beer while experiencing Namibia's high plateaus and generous hospitality!



Photo Left: A market in Guanajuato.

© CPTM / Ricardo Espinosa

Mexico

MX01 VISIT MEXICO (CPTM)
www.visitmexico.com

MX02 STATE OF CHIAPAS / CHIAPAS OCV
www.turismochiapas.gob.mx

MX03 THE MUDDY BOOT
themuddyboot.org

MX04 ARGOVIA FINCA RESORT
www.argovia.com.mx

MX05 ECOTOURS DE AVENTURA EN CHIAPAS

MX06 RED DE ECOTURISMO LA ENCRUCIJADA
ecoturismoaencrucijada.com

MX07 RED SUSTAINABLE TRAVEL
www.redtravelmexico.com

MX08 STATE OF BAJA CALIFORNIA SUR
www.bcs.gob.mx

MX09 STATE OF CAMPECHE
www.campechetravel.com

MX10 STATE OF CHIHUAHUA / AH! CHIHUAHUA
www.chihuahua.gob.mx

MX11 SUR DIVERS
www.surdivers.com

MX12 RIO Y MONTAÑA EXPEDICIONES
rioymontana.com

MX13 STATE OF GUANAJUATO
www.guanajuatoexperience.mx

MX14 STATE OF DURANGO
www.durango.gob.mx

MX15 STATE OF JALISCO
visita.jalisco.gob.mx

MX16 STATE OF MORELOS
www.morelostravel.com

MX17 EXPEDICIONES SIERRA NORTE DE OAXACA
sierranorte.org.mx

MX18 HAGIA SOFIA
www.hagiasofia.mx

MX19 STATE OF OAXACA
www.oaxaca.travel

MX20 RED INTEGRADORA DE ECOTURISMO DE LA SIERRA JUAREZ
www.ecoturixtlan.com.mx

MX21 MEXICO OUTDOOR ADVENTURE TRAVEL
mexicohorsevacation.com

MX22 ECOCOLORS
www.ecotravelmexico.com

MX23 ITÁAI
www.itai.com

MX24 TABASCO TOURISM
visitetabasco.com

MX25 STATE OF VERACRUZ
www.veracruz.gob.mx

Latin America

LA01 BELIZE
www.travelbelize.org

LA02 EPIC TOURS EL SALVADOR
epictourselsalvador.com

LA03 COSTA RICA REPS
www.costaricareps.com

LA04 AVENTURAS PANAMA
www.aventuraspanama.com

LA05 NATOURA TRAVEL AND ADVENTURE TOURS
www.natura.com

LA06 COLOMBIAN TRAVELS
www.colombiantravels.com

LA07 VOYAGE COLOMBIA (WORLD TOURS LTDA)
www.voyagecolombia.com

LA08 CHILE
turismochile.travel

LA09 ANTARPPPLY EXPEDITIONS
www.antarppply.com

LA10 SAY HUEQUE - ARGENTINA TOURS
www.sayhueque.com

LA11 SALTA
www.turismosalta.gov.ar

LA12 PERU
peru.travel

LA13 CONDOR TRAVEL
www.condortravel.com

LA14 DELFIN AMAZON CRUISES
www.delfinamazoncruises.com

LA15 INKATERRA
www.inkaterra.com

LA16 MOUNTAIN LODGES OF PERU
www.mountainlodgesofperu.com

LA17 TUCANO REPS PERU
www.tucanoperu.com

LA18 PURE BRASIL / AMAZONAS EXPLORER (ATLAS)
www.venturas.com / amazonas-explorer.com

LA19 KALLPA TOUR (ATLAS)
www.kallpatour.com

LA20 CASCADA / ECOCAMP (ATLAS)
www.cascada.travel

LA21 WILDERNESS EXPLORERS / COAST TO COAST (ATLAS)
www.wilderness-explorers.com / www.coasttocoastadventures.com

LA22 VIAVENTURE C. A. / JOURNEY MEXICO (ATLAS)
www.viaventure.com / www.journeymexico.com

LA23 ECUADOR ADVENTURE (ATLAS)
www.ecuadoradventure.ec

LA25 GONDWANA BRASIL ECOTURISMO
gondwanabrasil.com.br

LA26 ECUADOR
www.ecuador.travel

LA27 ECOVENTURA - GALAPAGOS NETWORK
www.ecoventura.com

LA28 EQUATOR TREKKING
www.equatortrekking.com

LA29 ENCHANTED EXPEDITIONS
www.enchantedexpeditions.com

LA30 METROPOLITAN TOURING
www.metropolitan-touring.com

LA31 OTTO'S TOURS CIA. LTDA.
ottostours.com

LA32 SOUTH EXPEDITIONS / TRAVELECUADOR
travelecuador.com

LA33 YACU AMU EXPERIENCES
www.yacuamu.com

LA34 TRAVEL MARKETING WORLDWIDE: HIDDEN GEMS OF THE WORLD
www.travelmarketingworldwide.com

Europe

EU01 VISIT SCOTLAND
www.visitscotland.com

EU02 WILDERNESS SCOTLAND
www.wildernessscotland.com

EU03 TOURISM IRELAND
www.failteireland.ie

EU04 NORWAY
visitnorway.com / fiordnorway.com

EU05 VILDMARK I VÄRMLAND
www.vildmark.se

EU06 SWITZERLAND
www.myswitzerland.com

EU07 BAUMELER TRAVEL LTD
www.baumeler.ch

EU08 PAPA-LEGUAS / 09 WEST
www.09west.com.es

EU09 FUTURISMO AZORES ADVENTURES - PORTUGAL
www.futurismo.pt

EU10 S-CAPE TRAVEL
www.s-cape.eu

EU11 GREENLAND TOURISM & BUSINESS COUNCIL
www.greenland.com

EU12 GREENLAND EXTREME
www.greenlandextreme.com

EU13 DESTINATION ARCTIC CIRCLE
www.arcticcircle.gl

EU14 TASERMIUT, SOUTH GREENLAND EXPEDITIONS
www.tasermiutgreenland.com

EU15 ICELANDIC MOUNTAIN GUIDES
www.mountainguides.is

EU16 SPRACHCAFFE / HOLIDAY-N-ADVENTURE
www.holiday-n-adventure.com

EU17 OCEANWIDE EXPEDITIONS
www.oceanwide-expeditions.com

EU18 ADVENTURE SLOVENIA
www.AdventureSlovenia.com

EU19 HIKE'N SAIL TURKEY
www.hikensail.com

EU20 ETOURS TRAVEL CZECH REP.
www.etours.cz

Africa

AF01 NAMIBIA TOURISM BOARD - NORTH AMERICA
namibatourism.com.na

AF02 WILDERNESS SAFARIS
www.wilderness-safaris.com

AF03 SOUTH AFRICAN TOURISM
www.southafrica.net

AF04 BUSH AND BEYOND
bush-and-beyond.com

AF05 SUMMITS AFRICA
summits-africa.com

AF06 THE KUSINI COLLECTION
www.kusinicollection.com

North America

NA01 EVERGREEN ESCAPES
www.evergreenescapes.com

NA02 SUMMER FEET CYCLING
www.summerfeet.com

NA03 SACRED RIDES MOUNTAIN BIKE ADVENTURES
sacredrides.com

NA04 TOURISME QUÉBEC
www.bonjourquebec.com

Industry Partners

IP01 AFAR
www.afar.com

IP02 EDDIE BAUER / FIRST ASCENT
eddiebauer.com

IP03 WORLD NOMADS
www.worldnomads.com

Asia / Middle East

AME1 LERNIDEE TRAINS & CRUISES
www.lernidee.com

AME2 EASIA TRAVEL
easia-travel.com

AME3 SNOW LEOPARD ADVENTURES PVT LTD
www.snowleopardadventures.com

AME4 SHIKHAR TRAVELS INDIA PVT LTD
www.shikhar.com

AME5 PUREQUEST ADVENTURES
purequest.com

AME6 ENCOUNTERS ASIA / JUNGLE LODGES
www.encountersasia.com

AME7 JORDAN TOURISM BOARD
www.visitjordan.com

Oceania / Pacific

OP01 DISTINCTIVE DESTINATIONS DOWNUNDER
www.dddownunder.com

2011 MARKETPLACE SPONSOR

AFAR

TUESDAY
2:00 - 3:30PM

Concurrent Sessions — Part One

Risk Management

Navigating Legal Risk in Adventure Tourism

LAW SCHOOL AUDITORIUM

Designing and following an effective risk management plan is critical for any adventure travel organization to succeed and thrive. This two-part interactive session will provide key information on legal issues that impact adventure tourism and tips on ways to proactively manage and mitigate the risks that are inherent in adventure travel. Topics include operator liability, waivers, insurance, international perspectives, case studies and the development of industry best practices. Join us for this important session to receive valuable information and tools that will help you address the legal risks in your adventure tour business.

CHUN "CHUNNIE" WRIGHT

Law Office of Chun T. Wright

Indigenous Tourism

Benchmarking Authentic Cultural Tourism Product Development

BELLAS ARTES THEATRE

Indigenous, aboriginal representatives and delegates interested in learning more about indigenous tourism success stories and issues will gather in this two-part session for benchmarking, discussions and to share insights that can contribute to a growing best practices body of knowledge. Session topics include: authentic cultural tourism product development; sustainable community tourism strategies; risk management; customized and culturally relevant training for industry certifications; and issues of mutually incompatible marketing demands and community readiness. Voices from Sapmi, Namibia, the United States Native American community, Chiapas, Nunavik and others will offer first-hand perspectives from indigenous communities, providing guidance and insights on indigenous issues.

Discussion Leaders & Case Studies:

BEN SHERMAN	JUDY KARWACKI	CHIEF JOSEPH MAYUNI	LENNART PITTJA	MAGGIE VRIES
Medicine Root, Inc.	Small Planet Consulting	Traditional Leader, Namibia	VisitSápmi	Torra Conservancy Namibia

Voluntourism

Transforming Good Intentions into Best Practice

ZEBADUA THEATRE

Planeterra, TIES, The George Washington University, Voluntourism-gal.com, ATTA and other leaders in the sustainable tourism industry, are undertaking global research and conducting stakeholder meetings with a range of experts to develop a set of international criteria and best practices to develop and manage volunteer tours. The goal is to raise awareness of the need for guidelines, and once established, offering this resource to all involved in the growing field of voluntourism. This two-part session focuses on the adventure travel segment of the industry, with conservation and community being a focus to inform the drafting of the international voluntourism guidelines.

Discussion Leaders & Case Studies:

MEGAN EPLER WOOD	PAULA VLAMINGS	ALEXIA NESTORA	KRISTIN LAMOUREUX
Planeterra.org	Planeterra.org	Lasso Communications	The George Washington University



TUESDAY
3:30 - 4:00

Veracruz Coffee & Networking Break

TUESDAY
3:20 - 5:00

COURTYARD OF EL CARMEN CULTURAL CENTRE

Media in the AFAR Exchange (see page 11 for details)

TUESDAY
4:00 - 5:30PM

Concurrent Sessions — Part Two

A continuation of the session breakouts beginning at 2:00PM today. Same rooms.



TUESDAY
6:00 - 7:15PM

CASA MAZARIEGOS CONVENTION CENTRE

Keynote Presentations

Sustainable Tourism



LEILANI LATIMER // Sabre Holdings

Are you up for the challenge of stretching beyond the feel good side of marketing sustainable travel? It's time to look at sustainable travel differently, and to capitalize on ways to deepen customer loyalty, power lasting engagement, and capture long-term value for your business. Are you ready to grasp the fleeting magic of 'open moments' and make them a part of your business dynamic? Open moments enrich our lives, and they happen most often during travel.

These brief windows of inspiration come about when we are engaged under the broad sky and open to envisioning our next adventure. With a few fresh ideas and a vision for our role, the journey never ends!

Philanthropy & Corporate Social Responsibility



MARYANN FERNANDEZ // Philanthropy Indaba

Travel is transformational: it builds bridges to new cultures, ideas, and experiences, while fostering recognition of our shared humanity. An industry that develops journeys, which touch the heart and soul of the traveler, is also well-positioned to be an effective agent for positive change in the countries that we visit. This talk is an invitation to take leadership in evaluating how your company, employees and guests can make a difference.

China Outbound – On the Move



JENS THRAENHART // Dragon Trail

A structural change is happening in the way Chinese travel. Packaged tours with busy schedules in multiple destinations are being replaced by all-directional development such as in-depth and theme tours. Chinese tourists are increasingly pursuing personalized tour experiences and are looking for authentic experiences, yet still rely on the convenience of travel agents to arrange flights, hotels, and visas. Niche experiences, such as Adventure Tourism, are becoming more important.

More than 80% of Chinese travelers are researching and educating themselves about destinations and brands online. With 500 million Internet users in China before the end of 2011, are you prepared to leverage these trends to reach and connect to this new type of Chinese tourist? What media channels are important? Understand how the rules of engagement are different when leveraging social media, and the web. Learn how China's burgeoning source of affluent travelers – along with Brazil, Russia and India – are changing the very composition of inbound travelers worldwide.



TUESDAY
7:30 - 9:30PM

EL CARMEN CULTURAL CENTRE

Dinner

Sponsored by Scotland



Hear-hear, the pipes are calling! Drift through the highlands of Scotland as you enjoy fusion foods – and a wee dram.



TUESDAY
9:30PM

GREEN PUB

Noche de Cantina // Cantina of the Night

Sponsored by Belize



Belize invites you to a late-night gathering to catch up with friends old and new. No-host bar.



Keynote Presentations

Peace & Tourism



BILL RICHARDSON // Former Governor New Mexico, USA

Known for his bold leadership and progressive thinking, Bill Richardson served two terms as Governor of the state of New Mexico, USA, from 2003 to 2011. Richardson made big changes for New Mexico, focusing on Clean Energy initiatives, the creation of the state's first commuter rail, the investment of over \$1 billion in public schools, \$1 billion in tax cuts, and the expansion of quality health-care. Beyond that, Richardson pushed the state into the forefront of leisure travel by spearheading a new commercial space industry

at Spaceport America, where Virgin Galactic will be launching tourists into space in 2012. Richardson was instrumental in supporting the development of the country's first statewide Ecotourism Program, which capitalized on the state's cultural heritage, outdoor adventure, and conservation efforts.

Sierra Gorda – A Community-Based Conservation Movement



MARTHA ISABEL RUIZ CORZO // Grupo Ecológico Sierra Gorda

The Sierra Gorda Biosphere Reserve is the largest natural protected area in Mexico managed through invested community participation. How was this achieved from the bottom up? Since 1987, widespread local buy-in surged from an unprecedented grassroots movement, where participatory management has been ingrained with the tools and best practices for every sector and across the resident population. Ten years later, a third of Queretaro State became a Biosphere Reserve followed by a new decree on the neighboring state. Strategies from this living case study are changing paradigms across the globe, from rural environmental education to ecosystem products and services.

Photo Left: Bahía Concepción in Baja California del Sur.

WEDNESDAY
10:00 - 10:30AM

Veracruz Coffee & Networking Break

WEDNESDAY
10:30AM - 12:00 NOON

Prosper... with Knowledge

Concurrent Sessions— Repeated on Thursday at 8:45AM

The Big Picture

CASA MAZARIEGOS CONVENTION CENTRE

Adventure tourism has entered a new phase, a new era, where what we're doing and how we're developing our businesses, our destinations and the industry as a whole, is nearing center stage, transforming how others view us, and attracting the attention of the much larger, leisure/mass tourism sector – trade and travelers alike. With this in mind, Shannon and Christina will offer an overview of the state of our industry, with new research, insights and trends, combined with perspectives drawn from outside of tourism (e.g., technology, health, education, finance etc.), to help inform the way in which we approach, accelerate and communicate our adventure tourism development progress, encouraging us to Prosper with Purpose.

And communicating our collective progress in a manner that enters mainstream consciousness is no small undertaking. This Herculean task, as conveyed by Corey, requires a future vision of the world of media and unprecedented levels of sophistication in how we tell our stories with impact, when and where we reach the audiences we seek to influence, and understanding how best to use technology and media on society's terms, moving people to travel, to laugh, to cry, to take action, to give and to explore our world.

CHRISTINA HEYNIGER

Vital Wave Consulting

COREY RICH

Aurora Photos, Corey
Rich Photography

SHANNON STOWELL

ATTA

Trend Watch

ZEBADUA THEATRE

Lightning-speed changes in technology and communications. Fickle, digitally-savvy consumers with incessant demand for real-time everything... custom-delivered. Society-changing impacts of social media. Economic turbulence. These and other dramatic trends in our daily lives wreak havoc on our industry's ability to keep pace with those we're trying to attract and those we're trying to serve. Presenters offer the most current insights and outlooks to assist you in meeting your clients' ever-changing needs. Along with Michaela and Eric, additional Summit presenters will join in for a vibrant Questions & Answers session to help you make sense of it all. Come ready to pose questions, offer insights, case studies and more.

ERIC BRODNAX

National Geographic
Society

MICHAELA GUZY

American Express
Publishing

WEDNESDAY
12:15 - 1:45PM

EL CARMEN CULTURAL CENTRE

Lunch

Sponsored by Québec

Experience Quebecois hospitality and amazing food while being transported to the beautiful province of Québec, Canada.



québec
bonjourquebec.com

Prosper. . . with Insight

Concurrent Real World Case Studies — Repeated on Thursday @ 11:00AM

Modeling Successful Strategic Alliances

CASA MAZARIEGOS CONVENTION CENTRE

Namibia, Mexico and Belize, as in most destinations worldwide, are fraught with seemingly insurmountable obstacles to thoughtful and lasting development of adventure tourism product where competing interests – political, economic, social, etc. – stymie many worthy efforts. Finding multi-stakeholder strategies to combat poverty, protect our heritage sites and conserve our rapidly disappearing wild places is imperative if sustainable tourism is to have a meaningful future. For Modeling Strategic Alliances, our special guests share case studies from their respective countries where there are no shortage of challenges, yet where strategic alliances were forged for positive gain. We'll hear from Namibia which is in the midst of the greatest African wildlife recovery story ever told, from Mexico where perceptual challenges surrounding travel require unprecedented cooperation between unlikely partners, and from Belize, where a lack of collective vision and collaboration, under funding, habitat loss and poverty are putting some of the country's last remaining wild places at serious risk.

HONOURABLE MINISTER
NETUMBO NANDI-NDAITWAH

Minister of Environment and Tourism, Namibia

ZACHARY RABINOR

Journey Mexico

NEIL ROGERS

Francis Ford
Coppola Resorts

Continental Perspectives & Outlooks

BELLAS ARTES THEATRE

At the ATTA's ATWS events, we often deliver global trends and perspectives. So, for this Summit, we offer the new Continental Perspectives sessions, where geographic experts will offer more in-depth, behind-the-scenes looks into the emerging and transforming markets of the Middle East, Asia and Africa. Delegates will gain first-hand accounts of the realities, challenges, opportunities and futures of these regions, as it relates to the readiness of these destinations to receive adventure travelers, the product development opportunities available and how travelers are perceiving the destinations. After each geographic case study is presented, Delegates will be invited to participate in Questions & Answers with our presenters.

Middle East:

MANAL SAAD

Arab Tourism
Organization

Asia:

RICHARD EDWARDS

Ecoism

Africa Co-Presenters:

KEITH SPROULE

World Wildlife Fund

ROB MOFFETT

Wilderness Safaris

Innovations in Adventure

LAW SCHOOL AUDITORIUM

Sharing something new, different, and that breaks the mold is our goal. Entrepreneurial minds share compelling case studies: how a small, emerging destination — with a tiny budget and in a relatively unknown country — put itself on the global radar of adventure travelers; how a new institute brought 17 young, aspiring social entrepreneurs from 14 countries together to focus on understanding the global context of the issues we face and to study the skill sets needed to address them; and, how the great potential for growth that lies at the confluence of the outdoor industry, destination marketing and adventure travel is being unleashed. Explore new paradigms in business development and marketing with this inspiring group. Join in the Questions & Answers period for lively discussions.

DANIEL EPSTEIN

Unreasonable Adventures/
Unreasonable Institute

ERIC JACKSON

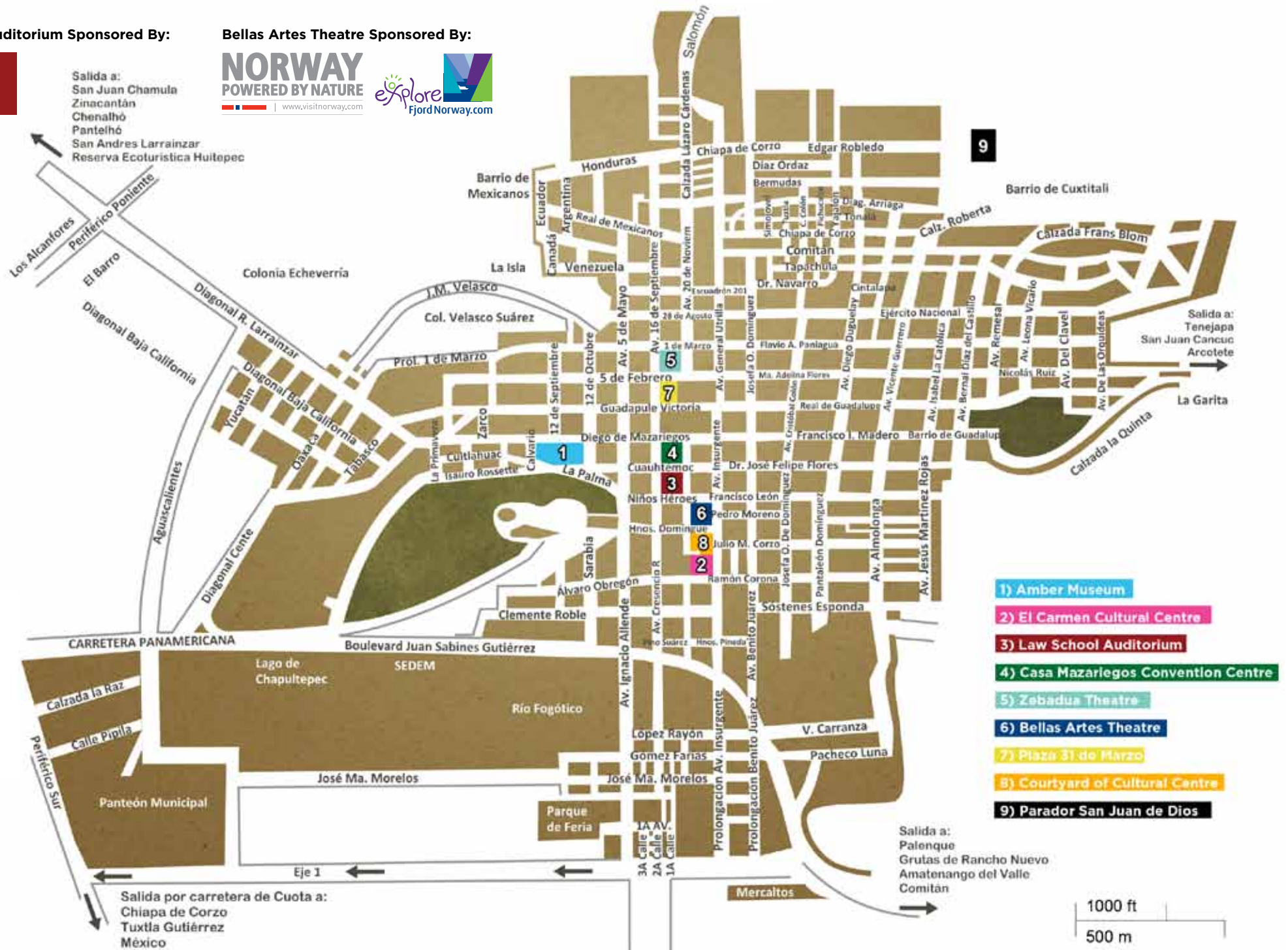
Jackson Kayaks

NATASHA MARTIN

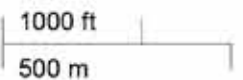
NTB North America
/ Solimar

MADS PIHL

Destination
Arctic Circle



- 1) Amber Museum
- 2) El Carmen Cultural Centre
- 3) Law School Auditorium
- 4) Casa Mazariegos Convention Centre
- 5) Zebadua Theatre
- 6) Bellas Artes Theatre
- 7) Plaza 31 de Marzo
- 8) Courtyard of Cultural Centre
- 9) Parador San Juan de Dios



WEDNESDAY
3:15 - 3:45PM

Veracruz Coffee & Networking Break

WEDNESDAY
3:45 - 5:15PM

Prosper... with Storytelling

Concurrent Session — Repeated on Thursday at 2:15PM

Succeeding in a New Era of Public & Media Relations

Journalist & Delegate Exchange

EL CARMEN CULTURAL CENTRE

Powerful changes continue to shift the world of media relations. Digital consumers now demand high quality, quickly digestible, and tailored content delivered to them on-the-go, across multiple platforms and in exciting and relevant formats. Media has already migrated to the world of mobile technology, where storytelling and rich visuals have taken the place of press releases and traditional consumer content. Our media experts and journalists will discuss what they're looking for in this new environment, and answer your questions around pitching, FAMs, social media and other key topics. Some live pitches from the audience will be instructively critiqued. We'll conclude with a media mixer that allows small roundtable groups to speak with circulating media representatives for informal dialogue and questions.

CHRIS DOYLE
ATTA

EVERETT POTTER
everettpotterwriter.com

VERONICA STODDART
USA TODAY

OTHER ATTENDING MEDIA
See page 38 & 39

It's the WHYrevolution

Understanding & Communicating Your WHY through Online Channels

CASA MAZARIEGOS CONVENTION CENTRE

We are inundated daily with intensely interesting forms of technology designed to help us consume and share information faster, more colorfully, wherever we are, and in a way that lets us act upon the information we receive. As we communicate in this environment, we must begin with the question "WHY?".

To build trust and succeed in adventure tourism, we must understand deeply why we do what we do and how we do it. We must have confidence that what we do matches what we say we do and that we're doing it the right way. When we start with the question "Why?", one of the most difficult questions we face, and we honestly answer that question, then we have a powerful platform from which we can more effectively communicate with our target audiences and build trust in this multi-media, digital world.

In this session, we'll share examples of how your company can benefit from knowing the answers to your "Why?". Gain insight on recognizing and avoiding hurdles that may stand in your way, as well as guidance for developing a strategic plan to drive engagement through and beyond the bottom line, using social and mobile channels to reach travelers where they are and when they're paying attention.

STEPHEN JOYCE
Rezgo/OpenTravel
Alliance

CHRIS NOBLE
WorldNomads.com

ZACHARY RABINOR
Journey Mexico

Prosper... with Skills & Expertise

Concurrent Sessions — Repeated on Thursday at 4:15PM

Marketing to the International Traveler

AMBER MUSEUM #1

Google, Facebook, Youtube, and Twitter are the buzzwords of any marketing plan, and a social media and online marketing strategy is focused on these sites. But, when you are marketing to China, Korea, Japan, Russia, Brazil, or other core markets, different rules and different channels may dictate online engagement. Be prepared for international export. Learn how culturally relevant techniques have to be adopted when designing a website for Chinese consumers, executing a search marketing campaign in Korea, engaging with bloggers in Japan, or meeting the baseline expectations of North American and European travelers.

JENS THRAENHART

Dragon Trail

Web Strategy & Digital Marketing Imperatives

AMBER MUSEUM #2

Keeping pace with the evolution of online marketing has become increasingly difficult for adventure travel companies. Supported by insights from the just-completed ATTA/Resmark “Travel, Tweets & Trends” social media survey, this session will provide guidance for understanding the variety of social media marketing channels, deciding where to allocate limited marketing resources, and choosing the right strategies to build simple and effective social interactions that drive brand awareness and influence sales.

SCOTT ADAMS

Birchbark Media

BRANDON LAKE

RESMARK Systems

Building a Brand through Storytelling

LAW SCHOOL AUDITORIUM

In today’s social media-rich world the ability to share stories through images, video and text is growing and becoming a near-instant feedback loop from the travelers to operators and prospective guests. Building trust with potential customers you have never met is a necessary reality in this new environment.

How do businesses leverage the growing volume of user-generated content and manage the delivery of their own stories in a way that helps to build trust in their company and brand while inspiring new adventure travelers? During this session we’ll deliver strategic planning guidance for effective storytelling through real-life experiences and success stories. A key case study includes the return of the Eddie Bauer brand, a legendary consumer brand that has found its way back to the forefront of adventure through storytelling.

KRISTEN ELLIOTT

Eddie Bauer

JOHN CANNING

Media Sherpa

5:30PM Concurrent Sessions continue on next page

WEDNESDAY
5:30 - 7:00PM

Prosper... with Skills & Expertise

Concurrent Sessions — Repeated on Thursday at 4:15PM

Beyond Social Media Engagement

EL CARMEN CULTURE CENTRE

As the public and the technology they're using become more sophisticated so must our approach to social media. We will lock down a working definition of social media engagement in a tourism context, and explore how to create successful B2B partnerships using transactionable content while capturing the attention of consumers. We focus on long-term strategies and specific tactics for going beyond engagement and you will leave with a roadmap for expanding the sphere of your social media ROI. This presentation is totally social! If possible, please bring your smartphone, tablet or laptop to participate in our live tweet sessions.

NATASHA MARTIN

NTB North America
/ Solimar

MADS PIHL

Destination
Arctic Circle

Content Marketing/Distribution

Extending your Reach through Online Channels

BELLAS ARTES THEATRE

Distribution in today's online landscape includes a variety of channels including online travel agencies, listing sites, content portals, review sites, blogs, mobile, social media and more. The ATTA and the OpenTravel Alliance are working to develop standards and strategies to make the distribution of marketing and tour messages to multiple channels easier and more effective for adventure businesses. This session will explore these fundamental distribution concepts and address myriad opportunities for content distribution that will help your organization expand its online reach.

NATE ABBOTT

Everlater

STEPHEN JOYCE

Rezgo/OpenTravel
Alliance

JAMES O'LEONARD

Peak 15

TRAVIS PITTMAN

TourRadar

ALLAN SMITH

DreamQuest
Productions

Storytelling for a New Era

ZEBADUA THEATRE

World-renowned adventure photographer Corey Rich takes us on a visual tour around the globe through the use of brilliant photography and motion. You will meet exceptional athletes, listen to inspiring and amusing anecdotes and get a sense of the level of commitment and passion that goes into Corey's work as a visual storyteller. Corey will describe the path that built his incredible career as a professional photographer and filmmaker, and how to apply those same lessons to documenting your own adventures. Together with Brett Wilhelm, "Storytelling for a New Era" goes beyond just capturing stellar images and video, exploring all of the details around a shoot, and how we, as visual storytellers, have become multi-media publishers in this technologically-enhanced day and age. Be ready to share your own story of adventure.

COREY RICH

Aurora Photos, Corey
Rich Photography

BRETT WILHELM

Rich Clarkson &
Associates



WEDNESDAY
7:00 - 8:00PM

CASA MAZARIEGOS CONVENTION CENTRE

Cocktail

Sponsored by Chile

Sip fine Chilean wines while celebrating the magic and mystery of Chile!



WEDNESDAY
8:00PM

Free Night in San Cristóbal de las Casas

THURSDAY

JUEVES



THURSDAY
7:30 - 8:30AM

EL CARMEN CULTURAL CENTRE

Breakfast Sponsored by Peru



Network, nosh and 'live the legend' during a fascinating presentation about Peru! Limit 300.



THURSDAY
9:00AM - 10:30AM

Prosper... with Knowledge

Repeat of concurrent sessions on pages 20 and 21.

THURSDAY
10:30 - 11:00AM

Veracruz Coffee & Networking Break



THURSDAY
11:00AM - 12:15PM

Prosper... with Insight

Repeat of concurrent sessions on pages 22 and 23.



THURSDAY
12:30 - 1:45PM

EL CARMEN CULTURAL CENTRE

Lunch Sponsored by Ecuador



Learn how to 'love life' by discovering the four distinct worlds of Ecuador!



THURSDAY
2:15 - 3:45PM

Prosper... with Storytelling

Repeat of concurrent sessions on pages 26 and 27.

THURSDAY
3:45 - 4:15PM

Veracruz Coffee & Networking Break

Photo Left: The Agua Azul Waterfall in Chiapas.

© CPTM / Ricardo Espinosa

THURSDAY
4:15 - 5:45PM

Prosper... with Skills & Expertise

Repeat of concurrent sessions on pages 28-31.

THURSDAY
6:00 - 7:00PM

CASA MAZARIEGOS CONVENTION CENTRE

Closing Remarks by Shannon Stowell, ATTA President

Keynote Presentations

High Culture



JOHN HARLIN III // Alpinist & Editor, American Alpine Journal

As a youth, John traveled to exotic countries focused on summits. But it was the local cultures that soon captured his passion. Now 55, John has just finished the most physically demanding journey he has ever undertaken, a 105-day muscle-powered circumnavigation of Switzerland. His tales of surprise and discovery on this journey and others across the globe, including his climb of the Eiger while living in Oaxaca during its mini-revolution, fascinate even the armchair adventurer.

The Power of Indigenous Values, Wisdom & Knowledge



BEN SHERMAN // Medicine Root, Inc.

Indigenous peoples from around the planet possess a set of ancient beliefs that have the power to capture the hearts and lift the souls of people who have long forgotten the ancient teachings of their forebears. Indigenous peoples readily embrace sacred ecology, holistic balance and reciprocal relationships with the natural world. Indigenous peoples easily show respect and reverence for our Mother the Earth, the giver of all gifts. Indigenous peoples demonstrate an

abiding love for all of life, acknowledging the Earth as a living organism, showing empathy for the stress that we humans create in nature, and honoring human life as a part of the larger circle of life. Luther Standing Bear told of a great unifying life force that flows in and through all things—the flowers of the plains, blowing winds, rocks, trees, birds, animals—the same force that had been breathed into first man by the Creator. Thus, all natural forms are thought to be kindred. The Lakota say *Mitakuye Oyasin*, meaning we are all related, one to another. Indigenous values of respect, generosity and reciprocity can shape a set of guiding principles for a brand of highly sustainable tourism that offers universal appeal to travelers. Tourism enterprises in New Zealand have generally adopted a version of earth stewardship that embraces the wisdom and teachings of the Indigenous Maori people. The New Zealand brand is considered innovative, appealing and successful.

THURSDAY
7:30 - 9:30PM

EL CARMEN CULTURAL CENTRE

Closing Dinner Celebration

Sponsored by Switzerland

Switzerland.
MySwitzerland.com



Switzerland Tourism and the ATTA invite you to bid adieu to the 2011 Summit — and celebrate the 2012 Summit, taking place October 8 to 11 in Lucerne! Hasta Luego in Switzerland!

THURSDAY
EVENING

CASA MAZARIEGOS CONVENTION CENTRE

End of Summit Party

Sponsored by Jordan and Eddie Bauer



Our final networking event! Dance to a DJ, imbibe complimentary 'First Ascent cocktails' (while they last), see spectacular images of Jordan, and get ready for the 2012 Summit! No-host bar.

SHOWCASE

Mexico has historically been one of North America's favorite destinations. The white sandy beaches of the Mexican Caribbean, the spectacular landscapes of the Baja peninsula, and the sublime nightlife of Acapulco are today international icons. However, the 22.5 million international travelers who visit Mexico each year have not begun to scratch the surface of what this magical land has to offer.



CHIAPAS

Majestic archaeological sites, colonial cities, imposing natural beauties and towns full of history and tradition; Chiapas is an infinite mosaic of scents, colors and flavors. Located in Southeastern Mexico, bordering Guatemala, is the entrance to the Mayan region and one of the most biodiverse areas in the world, harboring 40% of the fauna of Mexico. Chiapas is a place rich in nature and culture, where adventure begins with the singing of the quetzal and the roar of the jaguar. In Chiapas you will find a new type of integration between man and nature, past and present, culture and fun, modernity and tradition; you will experience harmony, freedom, nature and emotion. Chiapas, live the adventure!!!



CAMPECHE

Ever dreamt of a place where 40% of the land is a natural protected area? That dream is about

Campeche. A place where nature, archaeology and history wait to be discovered by the adventure traveler.



JALISCO

The State of Jalisco is one of the most important destinations in Mexico to enjoy and practice

vertical activities, from rock climbing to canyoning down waterfalls 220mts high.



DURANGO

Durango is one of the most magnificent tourist destinations in Mexico. Its incredible natural

landscapes, crowned by the Sierra Madre Occidental, make it the perfect spot for adventure travelers.



VERACRUZ

Nature has been generous with the State of Veracruz; its lagoons, beaches, tropical forests, mountains, valleys and rivers offer visitors a unique experience not seen in other parts of the world, hosting a wide variety of activities, from famous, fast rivers to exploring its caves, to climbing its cliffs and rocks.



GUANAJUATO

The State of Guanajuato, comprised of history, culture, architectural, jewels,

nature and friendly people, is a state that shines in the heart of Mexico... it's a valuable testimony of natural history and genuine colonial jewels.



CHIHUAHUA

Chihuahua is Mexico's ideal destination for adventure tourism. Visit the Copper

Canyon Adventure Park's amazing Cable Car in the heart of the Tarahumaran Sierra.



BAJA CALIFORNIA SUR

Remote, eternal and breathtaking. Where land, sea and

heaven meet. Get up close and personal with magnificent whales. Sea kayak along our breathtaking shores, discovering nature's unforgettable landscapes.



OAXACA

Oaxaca is culture, nature and adventure. Come and enjoy the paradisiacal landscapes, practice

rafting, mountain biking, hiking, repelling, scuba diving, surfing, and more. Dare to live the Experience. Oaxaca, your Mexico.



TABASCO

The adventure you dreamed of, surrounded by the green landscape of a tropical rain forest.

Rafting, canyoneering, caving, trekking & diving within 100 miles from Villahermosa.



MORELOS

Cuernavaca, the "City of the Eternal Spring", gateway to Morelos' eclectic land full of history

and breathtaking landscapes...summit the Tepozteco or kayak the Amacuzac River, adventure is all around.

Attending Media

More than 50 international journalists are registered for the Summit, a portion of whom are featured on these pages. Please note that Mexican national and state-level media also will be present at the Summit. All media will be identified by their Press badge and we appreciate your support in assisting these special guests with their journalistic endeavors.



DAN BARHAM

Bike Magazine, Singletrack Magazine, Bicycling



ELLEN BARONE

EllenBarone.com; YourLifeIsATrip.com; Nat Geo's Intelligent Travel



JEANINE BARONE

National Geographic Traveler, Conde Nast Traveller (UK), Delta Sky Magazine



GREGG BLEAKNEY

VeloNews, Sierra Club, Adventure Cycling Association



JONATHAN (JON) DORN

Backpacker magazine, Climbing magazine, Outdoor Retailer Daily



JUDIE FEIN

Psychology Today, YourLifeIsATrip.com, Blogger, Huffington Post



WENDY GEISTER

The Adventure Post



KRISTIN GILL

Kristen Gill Media, Wanderlust and Lipstick



GRAEME GREEN

National Geographic Traveler, Metro, Sunday Herald



ANNIKA HIPPLE

Sierra Magazine, Ethical Traveler, Earth Island Journal



ERIC HISS

Conde Nast Traveler, Delta Sky, Robb Report



KAREN KEFAUVER

MSN.com, Santa Cruz Sentinel



DAN LINSTEAD

Wanderlust



DON MANKIN

Active Over 50, Vibrant Living Magazine, Your Life Is A Trip



MARIO MERCADO

Travel + Leisure



DIANE MERLINO

Travel Weekly, North-star Travel Media



CAREN OSTEN GERZBERG

The New York Times, National Geographic Traveler, Embark travel blog



STEVEN YARUKEEKURO NDOROKAZE

Business Today-Namibian Broadcasting Corporation



STEPHANIE PEARSON

Outside Magazine, O, The Oprah Magazine, Sunset



EVERETT POTTER

Travel + Leisure, Forbes Life, Everett Potter's Travel Report



NORIE QUINTOS

National Geographic Traveler



GIGI RAGLAND

Women's Adventure, TravelAge West, Away.com



COREY RICH

Aurora Photos, Corey Rich Photography



PAUL ROSS

Drink Me, Blogger, Huffington Post, Sun Monthly



KATE SIBER

Outside Magazine, National Geographic Adventure (online), The Boston Globe



ALLAN SMITH

Outdoor Channel, History Channel, Canal +

HANNAH STRANGE

The Times (UK)



VERONICA STODDART

USA TODAY



THERESA STORM

Up!, WestJet Vacations, Travelweek

ADAM THOMSON

Financial Times



MICHELE WESTMORLAND

Scuba Diving, Sport Diver, Unterwasser



MARCUS WOOLF

The Adventure Post

Pre-Summit Adventures

More than 100 Summit delegates took part in a Pre-Summit Adventure throughout Mexico. These adventures provided Mexico the chance to showcase its beauty and an opportunity for delegates to explore new areas and products. Thank you to all who made this possible:



Thanks to the 2011 Summit Volunteers!

Andy Martin, Cristen Ellis, Jon Ellis, Joey Parr, and 50 students from around Mexico.

The ATTA wishes to thank the following individuals for their continued support and enthusiasm for the annual ATWS. These “Summit Experts” have attended 6 or more Summits over the years – meet them this year to tap into their breadth of knowledge.

ALLIE ALMARIO	HUGH HOUGH	JENNIFER CHESTERMAN LEONG	TRISH SARE
ERIC BRODNAX	JUDY KARWACKI	DON MANKIN	GUSTAVO TIMO
PETER GRUBB	BRYAN KINKADE	STEVE MARKLE	GEORGE WENDT
NANCY HARRISON	KURT KUTAY	MARCELO MENESES	RICHARD WEISS
CHRISTINA HEYNIGER	BRANDON LAKE	JOHN RASMUS	
	JUSTIN LAYCOB		

Meet our 2011 ATWS Storytelling Team!

The ATTA has engaged these consummate storytellers to capture our collective 2011 ATWS experiences to share during and after the Summit. Thank you for supporting our team with interviews, photo and video opportunities!









	JOHN CANNING <i>Media Sherpa</i>		GREGG BLEAKNEY <i>Gregg Bleakney Photography</i>
	TREVOR CLARK <i>Trevor Clark Photography</i>		ALLAN SMITH <i>DreamQuest Productions</i>
	MARK CRAWFORD <i>Unreasonable Media</i>		COREY RICH <i>Aurora Photos, Corey Rich Photography</i>
	KRISTEN GILL <i>Kristen Gill Travel Writing & Photography</i>		BRETT WILHELM <i>Rich Clarkson & Associates</i>

Photo: The state of Oaxaca, one of many Mexican states offering Pre-Summit Adventures.

Meet Your 2011 ATWS Emcees

Jennifer Hobson

Jennifer founded JLH Media in 2011 after 3 years focusing on ecotourism and international promotion as Deputy Cabinet Secretary at the New Mexico Tourism Department, appointed by Governor Bill Richardson. Previously, Jennifer was the Director of an L.A.-based PR firm's New Mexico office in Santa Fe, handling the New Mexico Tourism Department, New Mexico Film Office, Santa Fe CVB, and other tourism brands in New Mexico and Los Angeles. She began her career as a freelance writer and columnist. Jennifer, who loves yoga and fly fishing, earned her B.A. with a double-major in English and Spanish and currently lives in Santa Fe.



Antonio del Rosal

Antonio, born to a Mexican father and an American mother, was raised in a bi-national, bi-cultural environment. With an MBA from Georgetown University in Washington D.C., he has served as a consultant for the Inter-American Development Bank, advisor to a large Private Equity firm in D.C., and as a strategy and planning manager for CEMEX, one of Mexico's largest conglomerates.



An avid mountain bike racer and endurance horseback rider, he then shifted gears to follow his adventurous passions, first serving as Executive Director for Rio y Montaña Expediciones, one of Mexico's largest and most reputable adventure travel companies, then as Director for the ATTA in Mexico, and now as the Marketing Coordinator for the Mexico Tourism Promotion Board.

Meet the ATTA Team



Shannon Stowell
ATTA President



Alice Gifford
Member Advocate



Chris Doyle
Vice President
Editor, *AdventureTravelNews*



Carrie Horner
Special Projects



Chris Chesak
Vice President,
Business Development



Nicole Petrak
Special Projects
Assitant Editor, *ATN*



Jason Reckers
Director of Operations
& Online Strategies



Amber Silvey
Director, Event Operations



Murray Bartholomew
Membership Administration



Meredith Guzy
Business Development



Paolo Balduzzi
Associate



Paula Mendes
Business Development



Jenny Holm
Summit Coordinator



Rebeca del Rosal
Executive Director Mexico



Jennifer Hobson
Associate

Each year, industry leaders are consulted on how to make the Adventure Travel World Summit as productive as possible. ATTA would like to thank the following individuals for being a part of the 2011 ATWS Advisory Committee.

SCOTT ADAMS
Birchbark Media

DAN AUSTIN
Austin-Lehman Adventures

STEPHEN AUSTIN
CPTM (PROMOTUR –
Mexico Tourism Board)

AJEET BAJAJ
Snow Leopard
Adventures Pvt. Ltd.

DR. KELLY S. BRICKER
University of Utah

WILLIAM L. BRYAN, JR., PH.D
Off the Beaten Path

TULLIA CABALLERO
S-cape Travel

MARYANN FERNANDEZ
Philanthropy Indaba

LAUREN HEFFERON
Ciclismo Classico

ALEX HERRMANN
Switzerland Tourism

ANDY LEVINE
DuVine Adventures

CHRIS NOBLE
WorldNomads.com

MONICA MALPEZZI PRICE
ExperiencePlus!
Bicycle Tours

JOHN SHEPPARD
REI – Recreational
Equipment Inc.

BEN W. SHERMAN
Medicine Root, Inc.

JENS THRAENHART
Dragon Trail

BRUNO GIESEMANN
EVERSBUSCH
Argovia Finca Resort

The ATTA would like to thank the following individuals for their participation with the ATTA Advisory Board.

ERIC BRODNAX
National Geographic
Society

URS EBERHARD
Switzerland Tourism

PAUL EASTO
Wilderness Scotland

FERNANDO ESCUDERO
Tourism Promotion Insti-
tute of Salta, AAETAV

FRANCIS X. FARRELL
Turnstile Media

ALFREDO FERREYROS
Explorandes

NICKY FITZGERALD
Pangaea Associates

KRISTIAN B. JØRGENSEN
Fjord Norway Tourist Board

MANAL S. KELIG
Gateway To Egypt

KURT KUTAY
Wildland Adventures

PERRY LUNG MUS
Travcoa

PRAVEEN MOMAN
Volcanoes Safaris

HELEN NODLAND
Virtuoso, Ltd.

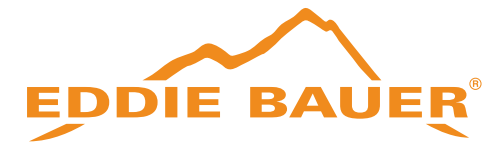
ANTONIO DEL ROSAL
Consejo de Promoción
Turística, Mexico

GUSTAVO TIMO
ABETA

RUSSELL WALTERS
Northern Outdoors

RICHARD WEISS
Strategic Travel Consulting

MEI ZHANG
WildChina Travel Inc.



LEARN MORE ABOUT FIRST ASCENTTM PRO DEALS

ATTA MEMBERS: STOP BY OUR BOOTH OR VISIT EDDIEBAUER.COM



OFFICIAL OUTFITTER OF THE ATTA AND PROUD SPONSOR OF THE ADVENTURE TRAVEL WORLD SUMMIT

FOR MORE THAN 90 YEARS, EDDIE BAUER HAS OUTFITTED ADVENTURES OF ALL KINDS with gear that performs under any conditions. As The Original Outdoor Outfitter®, we're proud to support the ATTA and its mission to help more adventurers explore the outdoors around the world.



Register Now for the 2012 Adventure Travel World Summit

October 8-11 | Lucerne, Switzerland

www.adventuretravel.biz/atws2012

**ADVENTURE TRAVEL
WORLD SUMMIT**

Switzerland.
MySwitzerland.com



Register Now for the 2012 Adventure Travel World Summit

October 8-11 | Lucerne, Switzerland

www.adventuretravel.biz/atws2012

**ADVENTURE TRAVEL
WORLD SUMMIT**

Switzerland.
MySwitzerland.com



Register Now for the 2012 Adventure Travel World Summit

October 8-11 | Lucerne, Switzerland

www.adventuretravel.biz/atws2012

**ADVENTURE TRAVEL
WORLD SUMMIT**

Switzerland.
MySwitzerland.com



Register Now for the 2012 Adventure Travel World Summit

October 8-11 | Lucerne, Switzerland

www.adventuretravel.biz/atws2012

**ADVENTURE TRAVEL
WORLD SUMMIT**

Switzerland.
MySwitzerland.com



Register Now for the 2012 Adventure Travel World Summit

October 8-11 | Lucerne, Switzerland

www.adventuretravel.biz/atws2012

**ADVENTURE TRAVEL
WORLD SUMMIT**

Switzerland.
MySwitzerland.com

[illegible]

Host Destination

Major Sponsor

CHIAPAS MÉXICO

EDDIE BAUER®

Key Sponsors



AdventureFinder

AFAR

ARCHAEOLOGY
MAGAZINE

away.com



ecuador
love life



NATIONAL
GEOGRAPHIC
TRAVELER
All travel. All the time

NORWAY
POWERED BY NATURE
www.visitnorway.com



québec
bonjourquebec.com

Visit
Scotland™

Switzerland.
MySwitzerland.com



VERACRUZ
MI ESTADO IDEAL

Supporting Sponsors

Chile

eagle creek

discoverireland.com

OCV
CHAPAS
OFICINA DE CONVENCIONES
Y VISITANTES

Wanderlust

Contributing Sponsors



CAMPECHE
travel
DAY DREAM



DURANGO

gto
Gobierno del Estado

Jalisco
ES MÉXICO



Morelos
LA PRIMERA DE MEXICO

oaxaca
Juntos somos México

Planeterra
Travel • Connect • Give back

TABASCO

.travel

Sponsors

AvidTrips.com

Backpacker

Bike Adventure

ExOfficio

Expedición

First Ascent

Fishbowl

Fjord Norway

Global Rescue

Greenland

Hummingbird/
Cascade Designs

Orbitz.com

Peru

Salta, Argentina

South African
Tourism

Terramar Sports